Ad Submission Guidelines

Required Format for Print Ads: Adobe .PDF File All advertising submitted should be created to exact size specifications and be in CMYK color format at 300 dpi.

LIVE AD SIZE		WIDTH	HEIGHT
Full Page	Trim Size: (where page will be cut)	8.125"	10.875"
	Bleed Size:	8.625"	11.3975" (bleed)
	Live Area: (no copy beyond these dimensions)	7.625"	10.375"
Full Page		7.625"	10.375" (non bleed)
1/2 Page Horizontal		7.625"	5.0125" (non bleed)
1/2 Page Vertical		3.7625"	10.375" (non bleed)
1/4 Page		3.7625"	5.0125" (non bleed)
1/8 Page		3.7625"	2.48" (non bleed)
Double Truck		15.735"	10.1028" - safe area
		16.245"	10.875" - trim size (where it will be cut)
		16.75"	11.375" - w/ bleed included

- SWOP Coated grade 3 paper (Photoshop - edit- color settings) at 133 line screen
- TAC - the darkest saturation of any image should be no more that 300 total of the CMYK build

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